

## ADVERTISEMENT SELECTION ENGINE FOR PLACING MICRO- ADVERTISING

### Abstract of the Disclosure

5           An information content delivery service determines the white space  
remaining on a page of requested information content. The selection  
engine selects a micro-advertisement or a plurality of micro-  
advertisements based on criteria such as the space available, the value  
assigned to each advertisement, and the frequency that the consumer has  
10       seen the advertisement. The micro-advertisements are placed on the page  
in the available space and the page is transmitted to the consumer for  
viewing and/or printing.

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